

## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20. (prices in dollars per carton)

|              | SHELL EGG NATIONAL SUMMARY |     |           |           |      |         |           |           |      |                        |      |        |      |
|--------------|----------------------------|-----|-----------|-----------|------|---------|-----------|-----------|------|------------------------|------|--------|------|
|              |                            |     | THIS      | WEEK      |      |         | PREVIO    | US WEEK   | (    | PREVIOUS YEAR          |      |        |      |
| Feature Rate |                            | 46. | .1% of 22 | ,500 stor | es   | 37      | .3% of 22 | 2,500 sto | res  | 33.4% of 19,500 stores |      |        |      |
|              |                            |     | ARGE      | LARGE     |      | X LARGE |           | LARGE     |      | X LARGE                |      | LAF    | RGE  |
|              |                            |     | Avg       | Stores    | Avg  | Stores  | Avg       | Stores    | Avg  | Stores                 | Avg  | Stores | Avg  |
| R            | USDA GRADE AA              |     |           |           |      |         |           |           |      |                        |      |        |      |
| E            | White 12 pack              |     |           | 670       | 1.49 |         |           | 630       | 1.49 | 10                     | 1.69 | 1,070  | 1.44 |
| G            | White 18 pack              | 10  | 2.25      | 1,990     | 2.48 | 120     | 2.33      | 330       | 2.27 |                        |      | 870    | 2.05 |
| U            | Brown 12 pack              |     |           |           |      |         |           |           |      |                        |      | 30     | 1.99 |
| ī            | USDA GRADE A               |     |           |           |      |         |           |           |      |                        |      |        |      |
| Ā            | White 12 pack              |     |           | 630       | 1.30 | 20      | 1.73      | 3,000     | 1.44 | 20                     | 1.50 | 920    | 1.24 |
| R            | White 18 pack              |     |           | 2,180     | 2.33 |         |           | 250       | 1.99 |                        |      | 1,380  | 1.88 |
| •            | Brown 12 pack              |     |           | 10        | 1.29 |         |           | 10        | 1.29 |                        |      |        |      |
|              | USDA ORGANIC               |     |           |           |      |         |           |           |      |                        |      |        |      |
| s            | White 12 pack              |     |           |           |      |         |           |           |      |                        |      |        |      |
| P            | Brown 12 pack              |     |           | 590       | 4.12 |         |           | 270       | 4.23 | 30                     | 3.66 | 220    | 3.93 |
| E            | OMEGA-3                    |     |           |           |      |         |           |           |      |                        |      |        |      |
| C            | White 12 pack              | 490 | 2.67      | 770       | 2.75 | 350     | 2.56      | 860       | 2.61 | 340                    | 2.96 | 2,170  | 2.34 |
| ī            | Brown 12 pack              |     |           | 220       | 3.56 | 20      | 2.50      | 80        | 2.50 | 130                    | 2.49 |        |      |
| Ā            | CAGE-FREE                  |     |           |           |      |         |           |           |      |                        |      |        |      |
| î            | White 12 pack              | 30  | 2.79      |           |      | 30      | 2.79      | 330       | 2.65 |                        |      | 1,120  | 2.46 |
| T            | Brown 12 pack              |     |           | 950       | 3.18 |         |           | 480       | 2.94 |                        |      | 1,390  | 2.40 |
| Y            | VEGETARIAN FED             |     |           |           |      |         |           |           |      |                        |      |        |      |
|              | White 12 pack              |     |           | 210       | 2.62 |         |           |           |      |                        |      |        |      |
|              | Brown 12 pack              |     |           | 220       | 2.79 |         |           | 220       | 1.94 |                        |      | 1,190  | 2.10 |

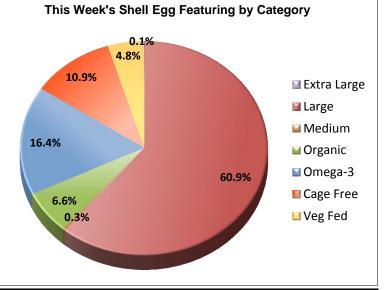
|                   | gs - Grade A or I | petter, avg. feature p | rice converted to \$/do | zen       |           |
|-------------------|-------------------|------------------------|-------------------------|-----------|-----------|
| 1.55              |                   |                        | 1.58                    |           | 1.55      |
| 1.50              |                   | 1.47                   |                         |           |           |
| 1.45              | 1.41              |                        |                         | 1.45      |           |
| 1.35<br>Nov 09-15 | Nov 16-22         | Nov 23-29              | Nov 30-Dec-06           | Dec 07-13 | Dec 14-20 |

| Activity Summary    | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/  |
|---------------------|-----------|-----------|----------|---------------|
| Regular             | 5,490     | 4,360     | 4,300    | Large Eggs on |
| Specialty           | 3,480     | 2,640     | 6,590    | Dec-10-2012   |
| Total (includes MD) | 9,000     | 7,180     | 11,050   | 660.7         |
| Special Rate 4/:    | 10.8%     | 11.7%     | 1.7%     | up 9.0%       |

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher with a notable increase in features of Grade A and AA 18 pack eggs. The average price of Grade A, or better, Large white eggs to consumers is very unsettled and moves sharply higher. Grocers appear to offset the higher prices by continuing to offer shoppers attractive "no price" incentives. Featuring of specialty shell eggs is more active thanks to increased activity in the Northeast occurring near the end of this week's ad cycle. Cage-free varieties are most commonly featured and all types hold their share of ad space. The number of promotions for liquid shell egg products is slightly higher, but usually on par with normal seasonal patterns. Holiday egg nog promotions continue to increase in frequency. Retailers are heavily promoting 64 ounce cartons, with many giving consumers a choice of more than one brand.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

|          |               |                                         | NORTHE<br>(CT,DE,MA,MD,ME,              | E <b>AST U.S.</b><br>.NH.NJ.NY.PA.F | RI.VT)     |               | <b>SOUTHE</b><br>(AL,FL,GA,MS,N  | C.SC.TN.VA.W\                      | /)            | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)                         |                |             |           |              |  |  |
|----------|---------------|-----------------------------------------|-----------------------------------------|-------------------------------------|------------|---------------|----------------------------------|------------------------------------|---------------|-------------------------------------------------------------------------|----------------|-------------|-----------|--------------|--|--|
|          | Fea<br>Acti   | ture Rate <sup>1/</sup><br>vity Index " | 53.2% of 4,400<br>Activity Index = 2,70 | sampled outlets 00 (includes Me     | s<br>dium) | Activ         | 45.9% of 6,000 vity Index = 1,49 | sampled outlets<br>0 (includes Med | lium)         | 26.6% of 4,000 sampled outlets Activity Index = 1,040 (includes Medium) |                |             |           |              |  |  |
| CLASS    |               | CLASS                                   | EXTRA LARGE                             | LA                                  | RGE        |               | LARGE                            | LAF                                | RGE           | EXTRA LA                                                                | ARGE           | LARGE       |           |              |  |  |
| _        |               |                                         | Price Range Stores Avg 3/               | Price Range                         | - v        | Price Range   | Stores Avg 3/                    | Price Range                        | Stores Avg 3/ | Price Range S                                                           | Stores Avg 3/  | Price Range | Stores    | Avg 3/       |  |  |
| U        | SDA           | White 12 pack                           |                                         | 1.79                                | 10 1.79    |               |                                  |                                    |               |                                                                         |                | 1.50        | 30        | 1.50         |  |  |
| GR       | ADE           | White 18 pack                           |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                | 1.79        | 10        | 1.79         |  |  |
|          | AA            | Brown 12 pack                           | White 40 month                          |                                     |            |               | White 40 mask                    |                                    |               | 14                                                                      | /hita 40 maak  |             |           |              |  |  |
| _        |               | MEDIUM<br>White 12 pack                 | White 12 pack                           | 0.78 - 1.50                         | 230 1.35   |               | White 12 pack                    | 0.78 - 1.50                        | 130 1.26      | VV                                                                      | /hite 12 pack  | 0.99 - 1.39 | 110       | 1.12         |  |  |
| 119      | SDA           | White 18 pack                           |                                         | 2.49 - 2.99                         | 240 2.79   |               |                                  | 1.98 - 2.99                        | 1,120 2.50    |                                                                         |                | 1.59 - 2.99 | 440       | 2.14         |  |  |
|          | ADE           | Brown 12 pack                           |                                         | 2.49 - 2.99                         | 240 2.79   |               |                                  | 1.90 - 2.99                        | 1,120 2.30    |                                                                         |                | 1.39 - 2.99 | 10        | 1.29         |  |  |
|          | A             | DIOWII 12 Pack                          | White 12 pack                           |                                     |            |               | White 12 pack                    | 1.33                               | 10 1.33       | \\                                                                      | /hite 12 pack  | 0.99 - 1.00 | 20        | 0.99         |  |  |
|          |               | MEDIUM                                  | White 30 pack                           |                                     |            |               | White 30 pack                    | 1.00                               | 10 1.00       |                                                                         | /hite 30 pack  | 0.00        | 20        | 0.55         |  |  |
|          | USDA          | A ORGANIC                               | TTIME CO PAGE                           |                                     |            |               | TTIME OF PACK                    |                                    |               |                                                                         | rinto do paon  |             |           |              |  |  |
|          |               | White 12 pack                           |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| S        |               | Brown 12 pack                           |                                         | 3.49 - 5.69                         | 390 4.19   |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| P        | OME           |                                         |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| E        |               | White 12 pack                           | 2.69 - 3.00 250 2.84                    | 2.29 - 2.99                         | 580 2.83   |               |                                  |                                    |               |                                                                         |                | 1.99 - 2.33 | 30        | 2.04         |  |  |
| Ÿ        | Brown 12 pack |                                         |                                         | 2.99                                | 40 2.99    |               |                                  |                                    |               |                                                                         |                | 3.69        | 180       | 3.69         |  |  |
| <u>ا</u> | CAGI          | E-FREE                                  |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| Ĥ        |               | White 12 pack                           | 2.79 30 2.79                            |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| т        |               | Brown 12 pack                           |                                         | 2.99 - 3.49                         | 600 3.03   |               |                                  | 2.99 - 3.39                        | 150 3.21      |                                                                         |                | 3.39 - 3.69 | 190       | 3.67         |  |  |
| Υ        | VEGE          | TARIAN FED                              |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
|          |               | White 12 pack                           |                                         | 2.69                                | 130 2.69   |               |                                  | 2.50                               | 80 2.50       |                                                                         |                |             |           |              |  |  |
|          |               | Brown 12 pack                           |                                         | 2.29 - 3.49                         | 200 2.84   |               | 00117111                         |                                    |               |                                                                         | Nestin         | 2.29        | 20        | 2.29         |  |  |
|          |               |                                         |                                         | NTRAL U.S                           |            |               |                                  | VEST U.S.                          |               |                                                                         |                | WEST U.S.   |           |              |  |  |
|          |               | - 1/                                    | (AR,AZ,CO,KS,LA                         |                                     | •          |               | •                                | H, NV)                             |               | (AK,ID,MT,OR,WA,WY)                                                     |                |             |           |              |  |  |
|          |               | ture Rate 1/                            | 36.3% of 4,000                          | •                                   |            |               | 73.2% of 2,900                   | •                                  |               | 53.5% of 1,200 sampled outlets Activity Index = 670 (includes Medium)   |                |             |           |              |  |  |
|          | Acti          | vity Index 2/                           | Activity Index = 1,25                   |                                     |            | Activ         | tity Index = 1,85                | •                                  |               | Activ                                                                   | ity Index = 67 | _           |           | 4 4 4        |  |  |
| U        | SDA           | White 12 pack<br>White 18 pack          |                                         | 0.97 - 1.79                         | 240 1.38   | 2.25          | 10 2.25                          | 1.50 - 2.25<br>1.79 - 2.88         | 310 1.59      |                                                                         |                | 0.98 - 1.79 | 80<br>320 | 1.44<br>2.49 |  |  |
| GR       | ADE           | Brown 12 pack                           |                                         | 1.97 - 2.50                         | 500 2.38   | 2.25          | 10 2.25                          | 1.79 - 2.00                        | 1,160 2.53    |                                                                         |                | 2.49        | 320       | 2.49         |  |  |
| 4        | AA            | MEDIUM                                  | White 12 pack                           |                                     |            |               | White 12 pack                    |                                    |               | ١٨.                                                                     | /hite 12 pack  |             |           |              |  |  |
|          |               | White 12 pack                           | Write 12 pack                           | 0.99 - 1.59                         | 130 1.24   |               | Wille 12 pack                    | 1.00 - 2.49                        | 30 2.07       | VV                                                                      | ville 12 pack  |             |           |              |  |  |
| U        | SDA           | White 18 pack                           |                                         | 1.50 - 2.00                         | 380 1.73   |               |                                  | 1.00 - 2.43                        | 30 2.07       |                                                                         |                |             |           |              |  |  |
|          | ADE           | Brown 12 pack                           |                                         | 1.00 2.00                           | 000 1.70   |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
|          | Α             |                                         | White 12 pack                           |                                     |            |               | White 12 pack                    |                                    |               | W                                                                       | /hite 12 pack  |             |           |              |  |  |
|          |               | MEDIUM                                  | White 30 pack                           |                                     |            |               | White 30 pack                    |                                    |               |                                                                         | hite 30 pack   |             |           |              |  |  |
|          | USD           | A ORGANIC                               | •                                       |                                     |            |               | •                                |                                    |               |                                                                         | ·              |             |           |              |  |  |
|          |               | White 12 pack                           |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| S        |               | Brown 12 pack                           |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                | 3.99        | 200       | 3.99         |  |  |
| E        | OME           |                                         |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| C        |               | White 12 pack                           |                                         |                                     |            | 2.50          | 240 2.50                         | 1.99 - 2.99                        | 100 2.57      |                                                                         |                | 1.88 - 2.99 | 60        | 2.65         |  |  |
| Ĭ        | Brown 12 pack |                                         |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| A        | CAGI          | E-FREE                                  |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| L        |               | White 12 pack                           |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
| Т        | VE 2 =        | Brown 12 pack                           |                                         |                                     |            | 1             |                                  |                                    |               |                                                                         |                | 2.66        | 10        | 2.66         |  |  |
| Υ        | VEGE          | TARIAN FED                              |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
|          |               | White 12 pack<br>Brown 12 pack          |                                         |                                     |            |               |                                  |                                    |               |                                                                         |                |             |           |              |  |  |
|          |               |                                         | al Marketing Service, Poultry           |                                     |            | 200) 700 0044 |                                  |                                    |               |                                                                         |                |             |           | 2 of 3       |  |  |

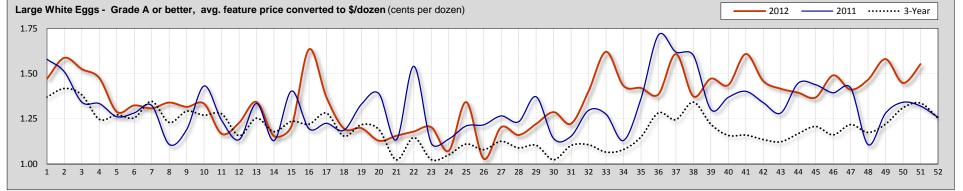
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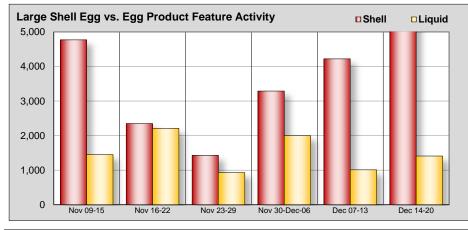
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

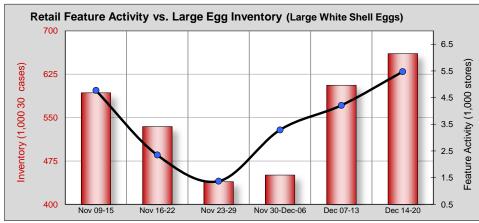
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

(prices in dollars per carton)

| EGG               | THIS          | LAST          | LAST          | LAST NORTHEAS |               | ST SOUTHEAST              |                      | MIDWEST                |                     | SOUTH CENTRAL          |                     | SOUTHWEST              |                    | NORTHWEST              |               |  |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------------------|----------------------|------------------------|---------------------|------------------------|---------------------|------------------------|--------------------|------------------------|---------------|--|
| PRODUCTS          | WEEK          | WEEK          | YEAR          | NORTH         | NONTILAGI     |                           | OCCITICACI           |                        | MIDVILOT            |                        | OOOTH OLIVINAL      |                        | COCINIVEO          |                        | NONTHWEOT     |  |
| 1/ Feature Rate   | 5.4%          | 4.8%          | 5.2%          | 12.1% of 4,4  | 00 sampled    | 4.3% of 6,000 sampled     |                      | 4.5% of 4,000 sampled  |                     | 1.1% of 4,000 sampled  |                     | 0.0% of 2,900 sampled  |                    | 16.6% of 1,20          | 00 sampled    |  |
| 2/ Activity Index | 1,410         | 1,010         | 1,230         | Activity Inc  | dex = 870     | Activity In               | Activity Index = 210 |                        | Activity Index = 80 |                        | Activity Index = 50 |                        | Activity Index = 0 |                        | lex = 200     |  |
|                   | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range   | Stores Avg 3/ | Price Range Stores Avg 3/ |                      | Price Range            | Stores Avg 3/       | Price Range            | Stores Avg 3/       | Price Range            | Stores Avg 3/      | Price Range            | Stores Avg 3/ |  |
| 14-16 oz. crtn    | 110 2.28      | 370 2.56      | 600 2.17      | 2.50 - 2.69   | 60 2.52       |                           |                      |                        |                     | 2.00                   | 50 2.00             |                        |                    |                        |               |  |
| 32 oz. crtn       | 980 4.89      | 340 4.72      | 630 4.71      | 1.99 - 5.99   | 490 4.87      | 4.99                      | 210 4.99             | 3.49 - 4.49            | 80 4.43             |                        |                     |                        |                    | 4.99                   | 200 4.99      |  |
| 3 - 4 oz. cup     | 320 1.99      | 280 2.00      |               | 1.99 - 2.00   | 320 1.99      |                           |                      |                        |                     |                        |                     |                        |                    |                        |               |  |
| 2 - 8 oz. cup     |               | 20 2.19       |               |               |               |                           |                      |                        |                     |                        |                     |                        |                    |                        |               |  |
| EGG NOG           | THIS          | LAST          | LAST          | NORTHEAST     |               | SOUTHEAST                 |                      | MIDWEST                |                     | SOUTH CENTRAL          |                     | SOUTHWEST              |                    | NORTHWEST              |               |  |
| LGG NOG           | WEEK          | WEEK          | YEAR          |               |               |                           |                      |                        |                     |                        |                     |                        |                    |                        |               |  |
| 1/ Feature Rate   | 37.4%         | 16.6%         | 38.4%         | 47.2% of 4,4  | 00 sampled    | 19.1% of 6,0              | 00 sampled           | 40.3% of 4,000 sampled |                     | 41.1% of 4,000 sampled |                     | 42.1% of 2,900 sampled |                    | 59.3% of 1,200 sampled |               |  |
| 2/ Activity Index | 8,670         | 3,950         | 5,310         | Activity Ind  | lex = 2,360   | Activity Inc              | dex = 1,380          | Activity Index = 1,580 |                     | Activity Index = 1,660 |                     | Activity Index = 1,050 |                    | Activity Index = 640   |               |  |
|                   | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range   | Stores Avg 3/ | Price Range               | Stores Avg 3/        | Price Range            | Stores Avg 3/       | Price Range            | Stores Avg 3/       | Price Range            | Stores Avg 3       | Price Range            | StoresAvg 3/  |  |
| 32 ounce          | 2,550 2.44    | 1,520 2.31    | 3,040 2.33    | 1.88 - 3.49   | 720 2.71      | 1.75 - 2.50               | 420 1.96             | 1.75 - 3.39            | 720 2.56            | 1.79 - 2.99            | 360 2.48            | 1.75 - 3.99            | 50 2.61            | 0.99 - 3.79            | 280 2.06      |  |
| 64 ounce          | 6,120 3.32    | 2,430 3.23    | 2,270 3.37    | 2.00 - 4.99   | 1,640 4.10    | 2.00 - 4.19               | 960 3.01             | 2.50 - 3.49            | 860 3.09            | 2.00 - 3.99            | 1,300 2.97          | 2.98 - 3.99            | 1,000 3.01         | 2.49 - 4.49            | 360 3.29      |  |







Note: See page 1 for explanatory notes.